



CHIEF • EXECUTIVE • BOARDS®  
INTERNATIONAL

# CHIEF INSIGHTS

NOVEMBER 2017

## 2017 Fall Summit Recap

Cleveland Rocked! CEBI had a great turnout for the Fall Summit. Many thanks to all of our members, facilitators and speakers for making it a success.

The focus of this Summit, *Teaching Old Dogs New Tricks*, featured topics such as Cyber Security, Changes in Hiring Practices, Artificial Intelligence Tools and Digital Marketing. We also enjoyed a guest speaker appearance from Dr. Joel Elvery, with the Federal Reserve, who gave us an inside look at the National Economic Outlook and its contributing factors.

Friday's keynote speaker, Brooke Norman, Vice-President, Marketing, with the Exit Planning Institute, left most of our members wanting more. She shared a wealth of information on marketing in the digital age and key strategies for success. Brooke's presentation, along with all of our General Session segments, can be found on the CEBI website. See below for links to the various videos and information.



### Key Summit Video Links

[What to do about Cyber Crime](#)—Adam Anderson

[Federal Reserve Update](#)—Dr. Joel Elvery

[Changes in Hiring, Connecting with Millennials](#)—Chuck Smith

[Customer Facing Functions, A.I. Tools](#)—Jim Henderson

[The Road to Digital Transformation](#)—Mark Whitman

**Keynote:**

[Head Above the Cloud](#)—Brooke Norman

### Rock and Roll Hall of Fame— CEBI Rock Stars

This picture just had to be shared. The CEBI band jammed (at the Rock and Roll Hall of Fame Tour), with Steve Hoffman, Howie Smith, Scott Colter, Lorne Weaver, Ben Tarrier, Angel Minton, Sue Weaver and Kevin Minton... definitely a motley crew.



**MARK your calendar now** for the 2018 CEBI Spring Summit to your calendar. The Summit will take place in Tampa, Florida, from **April 11—13**, at the Doubletree Suites. Plans are already in the works to bring in some amazing speakers.



### Upcoming Events and Local Boards

Cleveland	November 1
Columbus	November 3
Columbus II	November 3
Greenville	November 8
Greenville II	November 8
CSE	November 9
Detroit	November 15
Chicago	November 16
Chicago LF	November 17
Dayton	November 28
Cincinnati	November 29
Charlotte	December 1
Innkeepers Retreat	December 5—7 March 11—14
Spring Summit	April 11—13

### 2018 Meeting Dates

### In the Spotlight James Jordon



James Jordon, is the founder of JCC General Contractors. JCC was selected as the South Carolina Small Business Administration's (SBA) Minority Business of the Year and the South Carolina....

[Read More](#)

### CEBI Spring Retreat

**SAVE THE DATE**

**March 11—14**